Public Relations - Please return

CREATIVE TOYS AROUND THE WORLD

Prepared by

The Creative Playthings Foundation

of Princeton, New Jersey

CREATIVE TOYS AROUND THE WORLD

. . . An exhibition of good toys collected from many lands and many cultures. . . . Playthings of beauty, of such simplicity as to excite a child's imagination. . . . Playthings for adventure and discovery, to enlarge horizons. . . . Playthings to enable a child to be a participant and planner in our adult world.

Creative Playthings, Inc. *was founded twelve years ago by early childhood educators Frank and Theresa Caplan and Bernard and Edith Barenholtz, in the conviction that the toys of good quality and good design are also good business.*

Pioneering in toys for kindergartens and nursery schools, this company is now offering parents, through a direct mail catalogue, a selection of 600 exclusive quality toys for the home. Catalogues are available upon request by writing Creative Playthings, Inc., Princeton, New Jersey.

Five percent of the profits of the company have in recent years been contributed to the Creative Playthings Foundation. Such money has been used to underwrite early childhood education research at leading universities as well as to provide teacher training equipment for leading teachers' colleges.

The sponsorship of this traveling exhibit by the Foundation in selected museums represents an attempt to parallel the type of activity sponsored by the International Council of Play in countries through Europe and Asia. Creative Playthings Foundation welcomes your criticisms and comments about this exhibit and any other proposal you may have for bolstering the child's need and right to play.

What is play?

Play is to create, to discover, to experiment in half playful, half serious mood.

Play is to recreate this world and change it.

Play is to master ourselves, to develop coordination in sports and physical activities.

Play is to adventure in nature and science, to ask questions and find answers.

Play is to master materials and tools, to find in them a source of wholly new ideas.

Play is to establish images and patterns of relatedness.

Play is to build and construct, to form a whole out of parts.

Play is to children what brainstorming is to adults. All creative adults play.

Play is an essential to childhood. Good toys are its tools.

Parents can find their own creative pleasure in providing such tools.

Is it a good toy?

Is it simple? Does it leave room for free exercise of a child's imagination?

Does it have lasting play value? Can it be used in different ways? By different ages?

It is handsome in shape and color? Does it show the grain of the wood? Is it elegant in material? Is it good to touch, beautiful in line, interesting in texture?

Is it sturdy? Will it take heavy use? Will wheels stay on? Can it hold more than 100 lbs. weight? Can it be handled over and over again without breaking or tearing?

Is it safe? No sharp edges? Smooth, well-sanded surfaces? No loose buttons to swallow? Non-toxic paint?

Can it do what a child wants it to? Can it bend? Can it stand? Can it sit? Does it move easily? Can it fit into various play settings?

Is it in scale? Does the man fit the car? The family fit the furniture? Are the trucks and the trains in the right proportion? Does it help the child understand about the size of things?

Does it tell a story? Does it interest the child in other lands, other customs, other times?

Does it arouse curiosity? Does it let the child experiment? Does it let him find things out for himself, without instructions?

Is it a good toy? Then it's a creative toy.